THE STORY OF CHOCOLATE AND COCOA

The Story of

CHOCOLATE AND COCOA

with a brief description of Hershey, "the Chocolate and Cocoa Town" and Hershey, "the Sugar Town"

Compliments of

Hershey Chocolate Corporation

Hershey, Pa.

Manufacturers of Chocolate, Cocoa and Syrup

CHOCOLATE SALES CORPORATION

HERSHEY'S

PRODUCTS

1926

HERSHEY CHOCOLATE CORPORATION
HERSHEY, PA.

The factory of the Hershey Chocolate Corporation is fronted by parks and surrounded by wide open spaces

HERSHEY, "the Chocolate and Cocoa Town", is located in Central Pennsylvania, in the beautiful and picturesque Lebanon Valley, nestling in the foothills of the Blue Ridge Mountains. It is surrounded by fertile farm country and rich pasture lands and is one of the principal milk regions of America.

There was no grind for space when M. S. Hershey, the founder, planned the town in 1903, and then, figuratively speaking, rested it on a cake of sweet milk chocolate. Winding streets were mapped through picturesquely undulating ground. Cement pavements were laid and rows of shade trees planted. There are groves of trees and shrubbery, some statuary, too, and ornamental drinking fountains, with filtered mountain water that comes from the 1,000,000-gallon reservoir two miles away. Pathways and roadways, like white ribbons, lead to pleasant vistas and quiet retreats. It is a most pleasing prospect and a more delightful spot one could not find in many a day's travel. One would little expect to find in Arcadian surroundings such as these a huge factory grinding out delicious and nutritive chocolate and cocoa as if for all the world.

Were you to walk about Hershey the uniformly large and attractive houses would impress you. You would also note the wide spaces between them, and the presence of velvety lawns, adorned with plants, flowers and shrubbery. The majority of these houses are owned by those who occupy them.

Hershey is a community of mutual interests, because its heart-beat is in the huge chocolate and cocoa factory, and all who live there are directly interested in it. The other enterprises include banking, merchandising, farming, dairying, theatres, cafes, trolleys, electric, telephone, water and sewerage disposal systems, in all a score of undertakings employing approximately 2500 persons.

Co-operation and ideal community life are the underlying forces of Hershey. This is admirably illustrated in the Hershey Department Store. Instead of having many small stores with as-

APARTMENTS
JR.-SR. HIGH SCHOOL
NATIONAL BANK
COMMUNITY BUILDING & HERSHEY INN
MEN'S CLUB
WOMEN'S CLUB AND READING STATION
DEPARTMENT STORE

Hershey is a town of large spaces. The houses are attractive, each with its lawn and garden

complete stocks, a department store was established that would be comprehensive, maintain high standards, give quality and service and afford the wide selection of modern city merchandising. The three-story brick building is modern in every detail. In addition, there is a bakery, a laundry, a feed mill, a planing mill and lumber yards, an abattoir and a farming implement warehouse.

The Hershey National Bank building, which is of marble and brick, is the architectural gem of the town. It is arranged on the plan of metropolitan institutions.

For the men and boys there is the Men's Club, with a large gymnasium, swimming pool, shower baths, reading and game rooms, with room accommodations for 100 persons. For the girls there is the Young Women's Club, with a large gymnasium, baths, reading room and reception parlor, with room accommodations for 60 persons. There are five churches, hospital, free library, fraternal organizations, volunteer fire company, Boy and Girl Scout troops and Red Cross Society.

There are two modern school buildings, each providing facilities for 1000 pupils, both of which were presented to Derry Township by M. S. Hershey. There are two theatres, both seating large audiences. For the larger gatherings, there is the convention hall, which seats 4000 persons, the size of which makes it a prominent object in the landscape of Lebanon Valley.

There is a two-story inn, designed somewhat after the old Spanish mission style, with projecting red-tiled eaves with coping above. There are 100 rooms and baths, with every modern convenience. The dining rooms of the Inn are popular not only with visitors to Hershey but with many of the motorists using the William Penn Highway.

Thousands of persons visit Hershey every year. Many come to see the model town, but even more are drawn by the attractions of beautiful Hershey Park, called the playground of Central Pennsylvania, comprising 1000 acres. Thru it flows Spring Creek, historic since the time of William Penn, along whose rustic banks many a merry group

SCENES IN BEAUTIFUL HERSHEY PARK

The Hershey Industrial School. The building in the foreground is the birthplace of M. S. Hershey, the founder of the town and of the school

gathers. Winding thru deep dales are picturesque pathways, while on the slopes and hills are scores of buildings for entertainment and comfort. There are tables and benches aplenty, rest rooms for mothers, children's playground, baseball diamond, tennis courts, running track, swimming pool, boating, dancing pavilion, large carousel, roller-coaster, miniature trolley, ferris wheel, zoological garden, conservatories, sanitary drinking fountains, wash rooms and every possible convenience. Crowds of over 10,000 are frequent.

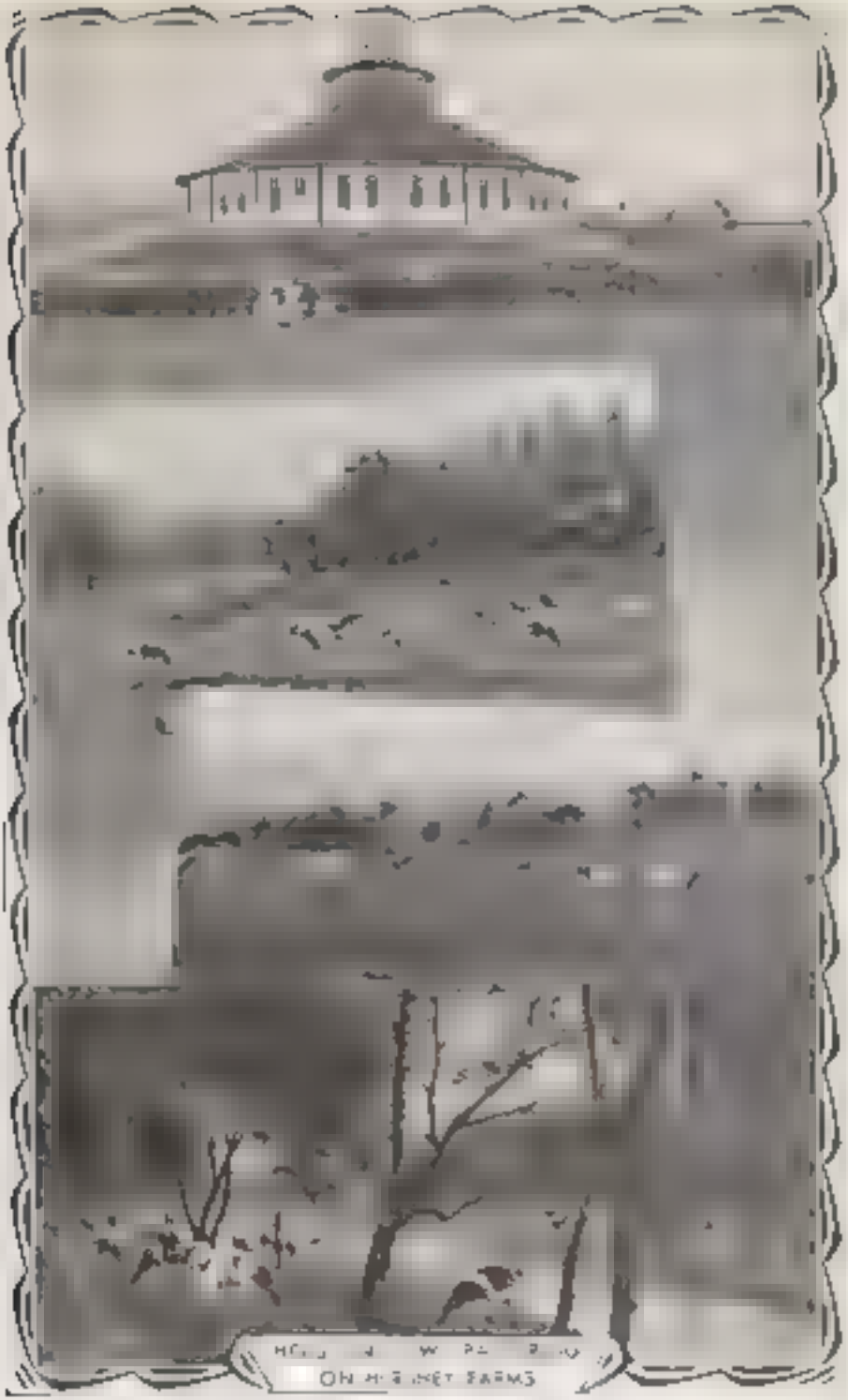
THE HERSHEY INDUSTRIAL SCHOOL IS A MODERN EDUCATIONAL INSTITUTION

ONE of the points of interest in Hershey is The Hershey Industrial School, the fame of which had not spread far until but recently, altho it was endowed November 15, 1909. It is located one mile south of Hershey and consists of 800 acres. The charming old house which was the birthplace of M. S. Hershey is used as the nucleus of the school. The school is on the cottage plan, in groups of fourteen to twenty boys to a cottage.

Orphan boys, between the ages of four and eight years, are admitted to the school, where they are provided with good, wholesome food, plainly and neatly clothed without distinctive dress, tidy lodged, and every effort made to provide a real home for them. Due regard is paid to their health and physical training. The school is non-sectarian, but the moral and religious welfare of the boys is a vital part of their training. Each boy is taught to speak the truth at all times and to respect every religious principle. The boys are privileged to go to any church in the community that they prefer.

They are instructed in the branches of a sound education, agriculture, horticulture, gardening and such mechanical trades and handicrafts as their capacities and adaptability may merit or warrant, to fit them for useful occupations in life. The grades are so divided that each teacher has about twenty-five students. Several hundred boys are now enrolled at the school.

EAST CHOCOLATE AVENUE
ONE OF THE
HERSHEY RESERVOIRS
HERSHEY PARK CONVENTION HALL



acres, situated in eight townships. Herds of Holstein cows pasture on the succulent meadows, producing the pure [illegible] for the superior quality, delicious [illegible] sweet milk chocolate.

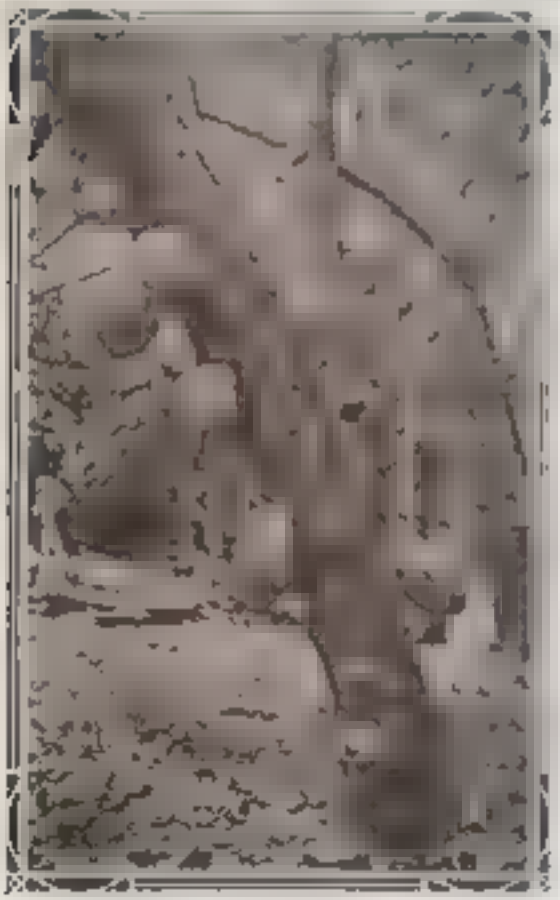
The typical Hershey farm comprises a model dairy, with its own equipment [illegible] equipped with approved labor-saving [illegible] carried out with the strictest attention to cleanliness and sanitation. Visitors [illegible] an practical operation every process [illegible] applied on the Hershey farms.

All the cows that furnish the milk for [illegible] high standard of purity that Hershey's [illegible] milk is received at the chocolate factory and is subjected to final tests.

THE WORLD OWES ITS FIRST KNOWLEDGE OF CHOCOLATE TO COLUMBUS

[illegible] the New World to Spain brought with him a few cacao beans as curios. It was Cortez, however, who upon his return from Mexico in 1528, revealed the probable commercial importance of the cacao bean. Cortez told how cacao beans were used as a means of exchange and told how the gift of the seed, which was said to have grown in Eden for the delight of men and gods, was attributed directly to Divine Providence. Cortez also told of a drink which was unknown to Europe but in common use among the Aztecs [illegible] term adopted by the Spaniards and it gave rise to the word chocolate, which is now universal. The term cocoa is a [illegible] of cacao and is almost universally used in English speaking countries to designate the seed of the tree. Cortez applied to the cacao tree the name of "Cacap", a word derived from the old

rather difficult to determine, but D
[illegible] the Swiss
that the tree has been
America for several ce



Cocoa pods grow only from the trunk
and main branches of the tr

Linnaeus, the Swed
when he classified the plan
named it "Theobroma Cac
ing that it was a "Food of the Gods."
He was influenced, no doubt, by Buchat
a French physician, who described
chocolate as more worthy of being
called a food of the gods than nectar
and ambrosia

[illegible] key or money which
[illegible] in the mouth and
[illegible] aroma drank, no
[illegible] ge than choco

[illegible] Spanish
[illegible] ate and a vast
[illegible] f golden goblets
[illegible] ended

[illegible] e to Spain, it be

[illegible] upon the part of the
[illegible] whether it were lawful to
[illegible] partake of chocolate on fast
[illegible] days, as it nourished nutri-

[illegible] not divulge the secret of chocolate
[illegible] in 1606, An
[illegible] made himself learned
to appreciate the fine qualities of choc

rounded, white or nearly white, which are not nearly as bitter to the palate as that of the Forasteros, which in turn is less bitter than the Calabacillo.

The Forastero is distinguished by the pale purple interior of the beans when cut fresh from the pod. The shell is relatively hard and thick and bears deeper

rather the Criollo or Forastero varieties. The beans are flat and have a bitter and astringent taste ... characteristics which al... of beans of inferior quality ... low market value.

... them transplanted. When ... seeds, three or four are planted, ... they grow and devel... weaklings are weede... the distance ranging from twelve to fifteen feet each ...

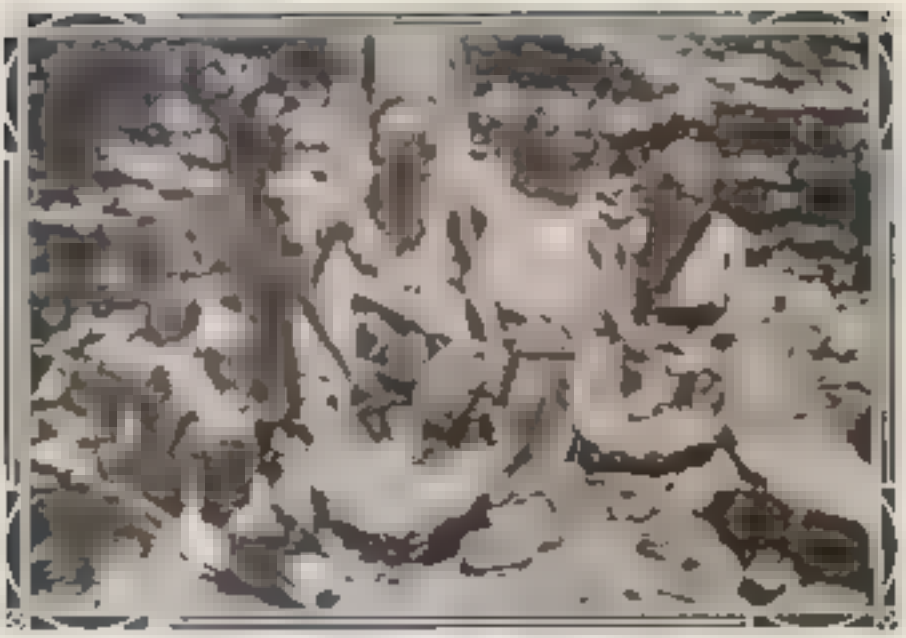
In the ... be side with d... a preventative from both wind and sun. It ... would infer that it would need a var... r... such is not the ... where will ... their ... pruning every third or fifth year, which increases the bearing area by pro... g a branch crop.

The trees grow to a ... to thirty ... f the trunk ... eight to ten inches in diameter. They usually bear at five years, ... ten to twelve years, ... continue to bear for thirty or forty years. The wood ... the leaves dark green, which are sufficiently large and numerous to act as a screen to the fierce tropical sun ...

... and like most tropical flowers, have no scent. They are pinkish white in color ... wax-like in appearance growing either singly or in clusters, having five yellow petals on a rose-colored calyx. The blossoms do not grow on the end ...

... the ... and ... either the ...

The Calabacillo is the strongest grower and hardest of all and is chosen by planters for growing ... soil and under climatic c... suitable for the finer and more delicate varieties. The pods are small, smooth and very much more rounded than



A share cut w[illegible]

pods. The average y[ield] twenty pods, weigh[ing] pound each

are dangerous to the [illegible] considerable skill must be exercised in cutting off the pods so as [illegible] are the bark of the tree [illegible] to the ground [illegible] ades, according [illegible] and allowed to remain for about twenty-four hours. Workers [illegible] gether, which are also

thinly covered with a glistening white

the mouth the pulp is found to be sweet and faintly acidulous. On biting thru the bean one finds that it is bitter and astringent.

The beans are scraped out of the [illegible] preferably with a wooden spatula [illegible] mat matting. The beans are carried in [illegible] juice in vats.

The practice of fermentation is comparatively simple, but the actions and reactions which occur are complex.

If the planters were to pack the pulp-covered beans straight from the pod in bags and send them wet and juicy to [illegible] "going bad" they must dry them. However, the dried pulp has a tendency to absorb moisture from the air and become soft and sticky, in which condition it easily becomes moldy. It happens [illegible]

ferment, whether one desires it or not [illegible] beans are more rapid.

[illegible] primitive methods exist, a more uniform product is produced, but dried and unfermented cacao cannot be sold at as high a price as the fermented cacao from the same country, as the majority of chocolate and cocoa manufacturers prefer the fermented to the unfermented cacao beans.

In some countries the "wet" cacao beans, that is, the pulp-covered beans fresh from the pod, are placed in heaps [illegible] with more or less simple arrangements for allowing the liquid which drains [illegible] The [illegible] glutinous nature and becomes, when the fermentation is completed, a very thin coat paste, which readily dries on the outer shell of the bean.

To obtain a good fermentation, the

latter finds it advisable to return the

liquid produced from the pulp to drain

Any arrangement for fermenting the beans which brings about these conditions will result in a good product. Cleanliness is essential, as otherwise unusual fermentation and decomposition may take place with the production of molds and mildews. It will be seen from this that a hole in the ground is not a satisfactory method of fermentation, and this primitive method is now little practiced.

A great variety of vessels are used, but boxes are most popular. These are called "sweating boxes," an expression which is descriptive, if not beautiful. They are made of slats, some

dimensions, a convenient size be

slats about one-fourth of an inch. This allows the juice t

some room is obtained in vats by having

floor. The boxes are raised

foot from the floor on blocks,

we the air to circulate freely

beneath the boxes, and the juice to drop into the channels and to run out of the building.

In order that all the cacao beans may be equally fermented, they are usually mixed by turning the heap, or transferring the beans from one box to another once a day.

Different kinds of cacao beans require different periods of fermentation. The Venezuelan, true and thin-skinned Criollo beans require only two days, while seven days are often necessary for the more hardy and harsh Forastero and Calabu

After the beans have been properly

heightened: the kernels are changed to a rich brown color, the bitter and astringent taste modified, in which has been produced a delicious aroma that

a properly cured beans, and

The beans are removed from the fer-

The modern method of dryin
which are being used

[illegible]

sieves or troughs, where they are t
ly stirred and scrubbed
until all adhering organic
moved. When clean and
for the dryi
spreading them in a thin layer a
three days. In Ecuador this is done on matting, made of split bamboo, laid on a flat stretch of sandy soil. On the G Coast the beans are placed on concrete floors. To shelter them when rain comes on and to shield them from the of the mid-day sun, the
[illegible] dried with
[illegible]
[illegible] T
ern method of drying is by means machines, which are being used in in creasing numbers, especially on the larger plantations

The beans are then pl
pure bag
from 125 to 2

The conveying of the beans to the port
sists of the primitive
ads, bringing them
[illegible]
are liable to become
[illegible]
ding shipping ports for cacao
the Gold Coast Bahia and Para for Brazil
for Ecuador, Port-of-Spain
[illegible]
nal cacao markets are New York London, Liverpool, Hamburg Havre, Bordeaux and Amsterdam
[illegible]
h the British Empire produces
[illegible]

...facture of Chocolate

...Home, which contains the ...

TURNING THE CACAO BEANS ...

... at Hershey — the Chocolate and Cocoa Town — they are piled ... burlap in a specially constructed ... warehouse, where they await a battery ... that will pro... a sweet milk choc...

with them. These are removed at the factory by machines, which is done as the beans pass over a series of sieving separation of the lighter particles being assisted by a strong current of air. The sieves are of different meshes and each sieving leads to a separate outlet. All undersized, shriveled and defective beans are also removed.

The first important process in the

The roasting process develops the aroma of the beans; changes the color to a chocolate brown; renders soluble the starch particles, dries the husk and beans of moisture, the presence of which would hinder the complete sepa tend to destroy the keeping qualities of the chocolate and cocoa

are then hulled. This process separ the kernels into their natural angular fragments to the nibs (b the germ or the husk. The current of air

gritty and slightly bitter nature. ing about an almost complete separation. This leaves the shell free nib, the basis of chocolate and cocoa. The

cocoa is due to the fact that only the ecdy clean and glossy nibs are used. The germs and the husks are hauled to the Hershey farms where they are used

The cocoa nibs are then placed in

verts the nibs into a rich liquor, which is run into pans, where it is allowed to solidify. This is known as cocoa mass and is ready for the next stage in the manufacture of Hershey's chocolate and cocoa.

Cocoa nibs contain some fifty per cent of fat, and this high content makes cocoa too rich and indigestible. To lower this percentage of fat the cocoa mass is [illegible] ranged vertically one above the other where it is subjected to enormous pressure. The cocoa butter, which is pale yellow and of a pleasant cha[illegible] leaves the compressed cocoa with just [illegible] and nutritive drink.

The compressed cocoa now consists of hard brown cakes, each weighing about twelve pounds. These cakes are [illegible] powder, after which it is placed in [illegible] where it is sieved through fine mesh silk. Care is taken to [illegible] uniform and high. Hershey's Breakfast Cocoa is automatically weighed, packed and labeled, untouched by hands.

COMBINING THE COCOA MASS WITH SUGAR AND CONCENTRATED MILK

HERSHEY'S sweet milk chocolate is absolutely pure, containing no other ingredients than cocoa nibs, cocoa butter, sugar and milk. The [illegible] cocoa. The sugar shipped from the [illegible] is an impalpable snow-white powder and is combined with milk. The milk that is used in the manufacture of Hershey's sweet milk chocolate is daily [illegible] every morning from the grass-fed cows on the Hershey farms and is subjected to final tests at the factory, after which it is clarified and pumped

...ls in their white aprons and dainty ca...
...sweet as it grows

...
...
...

Cutaway Train

Hershey products is the Hershey almond bar and full credit must be given the almond for its share in the

are used in the bar come from the ern Europe are selected

Hershey almond bar

wrappers, the ca
pieces are kept
mixture used daily.
are also made in H

cases, and as a result
cocoa are
damage wh

One of the Hershey sugar mills at plantations. The combined

The Hershey sugar mills, of which there are four, have a capacity of 1,018 [illegible] bags of sugar for a six months [illegible] production during this period. The acres, with about 30,000 additional acres under lease. Approximately 3500 persons are employed on the plantations and at the sugar mills

[illegible] SUGAR NATURE RESTORED [illegible] OF SUGAR

AUTHORITATIVE records of times as far distant as 325 B C refer to "the honey bearing reeds" of India. Centuries later when China was the seat of learning of the old world, the Emperor sent men to India to learn how to take the syrup from the cane. The first sugar was a soft paste somewhat resembling the darkest grades of brown sugar as we know it today

The cultivation of sugar soon spread to Arabia, Egypt, Spain, Portugal, the Canary Islands, Brazil, Cuba and so on around the world. Cane is grown successfully in all of those countries but Cuba seems, by nature, best fitted for the production of this crop

Sugar cane was first brought to Cuba by Diego Velasquez in 1511 when he settled the first European colony at Baracoa at the eastern extremity of the island. By 1600 it had been established successfully in all of the West Indies

Cuba's supremacy in this respect lies in both the quantity and quality of [illegible] of as much as thirty feet of soil [illegible] richness is such that cane, with a single [illegible] ton replanting is done every year

In Cuba, too, the seasons are ideal for the economical production of cane. The warmest months are from May to October and these are the rainy months. The distribution of the rain during this hot spell is such that a much smaller quantity is required than would be the case in other regions where the rainfall

nd pile it in carts

laborers gather
n board the carts
factories, where the
ferred from the carts to
overhead crane lifts the
out of the cart at the

When the Cuban

MAKING THE SUGAR

per cent. of the weigh
The pulp that remains is
conveyed to the boilers where it is used

After the cane cut
ugh the plantation

the fields piled high in waggons wheeled carts

coagulates the albumen, another agent which has been used for clarification from the earliest times is lime. This

settles into a muddy sediment at the

the sucrose itself

mutually precipitate and the float

is concentrated in great multiple evap

ors to a thin syrup and then in vac

sugar crystallises out, while the other constituents of the juice remains behind

T

shed with finely

The basket is until the

additional syrup, the mo

unat where it passes ...rough the grant rolls

...laces has reached the maximum ...
...of crystallization ... This is called

...scribed and de...

...begun to re...ion, whet...
...spun in centrifugals w...

...the cen... The gra...

...by controlling the crystalli...
...granulator and by serve grad...

SUGAR IS A FOOD AND IS DEMANDED FOR THE ...

...y we were told that ... an injurious physica...

we now know that sugar is demanded ...

machinery. Like
its parts wear out an
and it must also have
er some fuel to make it go. A
imply provided with
ne worthless if it did not ha
of the fuel
age man doing light exercise
2,400 calories of
work. Of th
protein, 30 per cent from fat and
60 per cent from carbohy
required for the sustenance of the
human body is not so great as th
an excess of protein in the
ordinarily injurious as some think
the surplus supply of carbohy

HERSHEY'S SWEET MILK CHOCOLATE AND COCOA ARE NOURISHING FOODS

IN order that we may the better enjoy "the inalienable right to life, liberty, and the pursuit of happiness," we must have good health. Lowered vitality, a jumpy nervous system, poor digestion—all inhibit our health and efficiency. If we know the principles of diet and live in accordance with these we are able to give our bodies the right kind of food and thus have a far greater chance for good health.

Foods are needed to supply the body with heat and energy, to help build tissues, to repair worn-out tissues, and to regulate the body functions. They are all closely interwoven and related to one another and to our general well-being. Not only must we eat the right amount of food, but it must be the right kind in order that we may live and grow. As the body is composed of innumerable elements we must in our food continue to supply these to the body. We are unable to use the elements as they occur in nature. We therefore eat plants which in building up their own structures take these elements from the air and soil. They are able to use the inorganic minerals in the soil and make them so they can be of use to the human system.

Plants have the power of taking carbon dioxide and water from the air and build up carbohydrates which are in turn used by the body. The important elements that are needed in the composition of the body are therefore built up by plant and animal life into our five classes of foods. These classes are often called the food principles. They are: fats which supply heat and energy, carbohydrates which also supply heat and energy, proteins which build up tissue and repair worn-out tissues, minerals which regulate the body functions, build bones, teeth and blood, and vitamins which protect the body from certain diseases and maintain life and growth.

Hershey's Sweet Milk Chocolate and Cocoa are foods which have gained a rightful place in the diet. Their composition shows they contain minerals, proteins, fats and carbohydrates, thus supplying four of the essentials.

When cocoa and chocolate are combined as they are with milk, we have a particularly nourishing food which builds bone, gives energy, and builds tissues.

From various modern scientists the following average analysis of Chocolate and Cocoa is compiled

Fat	42.94
Sugar and Gum	6.90
Starch	19.03
Cocoa red	3.69
Cellulose	3.95
Theobromine	.90
Gluten	12.21
Ash	2.90
Moisture	5.98
Total,	100.00

The popularity of chocolate is well deserved. It is a sweetmeat, a food and a beverage, all those of which are delicious, appetizing and nutritive.

That Hershey's Sweet Milk Chocolate and Cocoa are high in food values is shown by the following table:

	Calories
1 pound Hershey's Sweet Milk Chocolate Almond Bars	2600
1 pound Hershey's Sweet Milk Chocolate	2335
1 pound White Bread	1200
1 dozen Eggs	1180
1 pound Lean Beef	1105
1 pound White Fish	475
1 pound Potatoes	295
1 pound Apples	290
1 cup Hershey's Breakfast Cocoa	185
1 cup Coffee, with Cream and Sugar	80
1 cup Tea	Practically none

A calorie is the unit measure of food value.

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